

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 6, 2011
TITLE: 4710 East Towne Boulevard – Comprehensive Design Review for Applebee’s Restaurant. 17 th Ald. Dist. (21878)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: April 6, 2011	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins, Jay Handy and Henry Lufler, Jr.

SUMMARY:

At its meeting of April 6, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review located at 4710 East Towne Boulevard. Appearing on behalf of the project were Jeremy Cynkar and Randy Voelz, representing Applebee’s East and West. Jeremy Cynkar with Destree Design gave an overview of the proposal that includes changes to the building and face of the pole sign. He noted that the awnings include LED rope lights to illuminate them.

ACTION:

On a motion by Huggins, seconded by O’Kroley, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (10-0).

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 5, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4710 East Towne Boulevard

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	6
	-	-	-	-	5	-	-	5
	-	-	-	-	5	-	-	-
	-	-	-	-	5	-	5	5
	-	-	-	-	6	-	-	6
	-	-	-	-	-	-	-	6

General Comments:

- Graphics are vibrant – too commercial?